



# Village of BRIGHTWATERS

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### Foreword

The major work item of the Suffolk County Planning Department staff for 1989-90 is the formulation of a new comprehensive plan for the region. This work is being done in conjunction with planners from Nassau County under the aegis of the Long Island Regional Planning Board.

This planning study for the Village of Brightwaters addresses some of the aesthetic and functional problems of small business areas in various parts of the Island. It is hoped that some of the concepts in the report will be useful to other communities as they plan for the future.

## Village of Brightwaters Downtown Study

### Introduction

On February 2, 1989 the Village of Brightwaters requested the Suffolk County Planning Department to study their Village in order to assess the present development patterns and provide a framework for future development. This study is being undertaken as per this request.

The incorporated Village of Brightwaters is located in the western portion of the Town of Islip. It is defined in the north by Sunrise Highway and Howell's Road, on the east by Clinton Avenue, one block west of Fifth Avenue, and to the south, Union Boulevard and Sunset Road, on the south by the Great South Bay and on the west by Bay Way Avenue, Southward Ho Country Club and Asharoken Boulevard (see Map 1 - Overall Village).

### Field Survey

After a field survey of the Village, the staff noted the resplendent residential development and a small centralized business district. The central business district appeared in need of greater visual identity from various approach roads and greater definition of its boundaries. Because of these reasons the business district became the focus of this study.

The central business district is located on Orinoco Drive with its center at the intersection of Windsor Avenue. The services of this small business district are locally oriented, as surrounding regional shopping centers at Gardiner Manor Mall, South Shore Mall, and the Bay



Shore Central Business District (CBD) are only within one mile (see Map 2 - Shopping Centers).

#### Goals of the Study

The goal of this study is to provide a plan for the downtown business district so that much of its potential can be realized. This process will entail giving greater definition to the various zoned districts and, if need be, creating additional districts. Additional work will be done to increase the image of the Village as in the case of landscaping the main entry, and to provide ideas and a data base for Village officials as opportunities for improvement arise.

#### Land Use

The existing land use as shown on Map 3 describes three main land uses: single family residential, multi-family/apartment use and business use. The well kept single family residence B district is the predominant land use category to the north of the Long Island Railroad (see Map 4 - Zoning Map). Streets of this district are lined with tall and abundant trees which greatly add to the Village's beauty. The multi-family apartment use (residential C) is located at the eastern boundary of the Village off Orinoco Drive and Brooklyn Boulevard. This area is well kept and has ample parking. It's proximity to the central business district (CBD) is an asset to the continued economic health of the downtown. Continued growth of this category will be discussed further (see page 5). The stable residential B category consisting of much of the Village to the south of the Long Island Railroad tracks is so strongly separated from the CBD by the railroad tracks and the wide east





## Map 2 - Regional Shopping Centers

west thoroughfare Union Boulevard-Community Drive, it will not be considered as directly related to the CBD in this study.

### Zoning

According to the existing Village zoning ordinance (see Map 4), there is one business category for the whole Village. The existing uses in the CBD in this category include retail establishments, restaurants, offices, a bank, pet food store, gas station, refrigerator repair, automotive repair, fuel oil distributor, telephone company garages, window sales, flooring company, post office, and a Long Island Lighting Company repair yard. Many of these uses such as the retail establishments, offices, bank, and restaurants relate strongly to a downtown area. Others such as automotive repair and fuel oil distribution relate to a more industrial or service category. Redefining the business zone category into additional districts as opposed to a single district would insure a healthy economic environment by providing compatible uses at close proximity.

### Proposed Uses in the Business District

The kind of uses restricted to the central business district should include business and professional offices, personal service shops such as beauty parlors, barbers, tailors, dry cleaners, bank or other financial related use, sale of retail merchandise, tavern, restaurant, theatre, public library, Village offices, non profit educational or institutional use and places of worship.

The more industrial and service uses such as tradesmen, builders, contractors, plumbers, motor vehicle sales, service, repair, wholesale

business, storage warehouse or light industry should be in a separate district which is either highway related or removed from the main business section.

To better understand this concept, a walk through the Village to observe the various areas is needed (see Map 5). The large white New York telephone building garage and southerly parking lot create a western edge or break to the retail development to the west on Orinoco Drive, and to the east, the apartments at the Village maintenance yard off Ruland Boulevard and Orinoco Drive form another edge to the retail district. The retail district is further defined by the residential development to the north and the Long Island Railroad to the south. The buildings to the west of this area including the telephone company garage along Orinoco Drive are mostly service oriented. This grouping extends all the way to the Village's western border. The apartments in the residence C district begin at Richland Boulevard and Orinoco Drive and extends along the north side of Orinoco Drive and partially at Hiawatha Drive to the Village's eastern border. The area to the south of the apartments consisting of Village maintenance sheds, contractor use, hardwood flooring, feed store and the Long Island Lighting Company, have very little relationship to the downtown retail area. This area offers an opportunity for the future. This area could take on the role of an eastern service area on Orinoco Drive similar to the western service area, or it could be developed for additional apartment use. Apartment or condominium development would be a better alternative as it would guarantee a greater population in close proximity to the downtown without the negative aspects attributable to service industries adjacent to residential development. At this writing, according to a spokesman



- for LILCO, a proposal has been made to the Town of Islip to change the use of the 4.4 acre LILCO site to an emergency ambulance service area.

### Visual Identity

Now that the various areas have been defined, it is important to take another look at the downtown area to increase its visual identity. Through visual identity a place can leave us with mental pictures of a grouping of buildings, a particular building or landscape patterns which represent its essence, or specific character. Familiar areas that have this quality of uniqueness are the Villages of Sag Harbor and Port Jefferson. In both of these Villages, specific buildings or monuments with specific pathways or walkways which lead to these monuments can easily be recalled. In Brightwaters, a view from the main Village CBD approach at Windsor Avenue and the Railroad crossing focuses our attention on a distinctive corner restaurant set off by tall trees which directs one to a central parking lot. This view at the entry to the Village could be further enhanced by creating an entry in the form of an entry monument such as an archway or other (see Sketch 1).

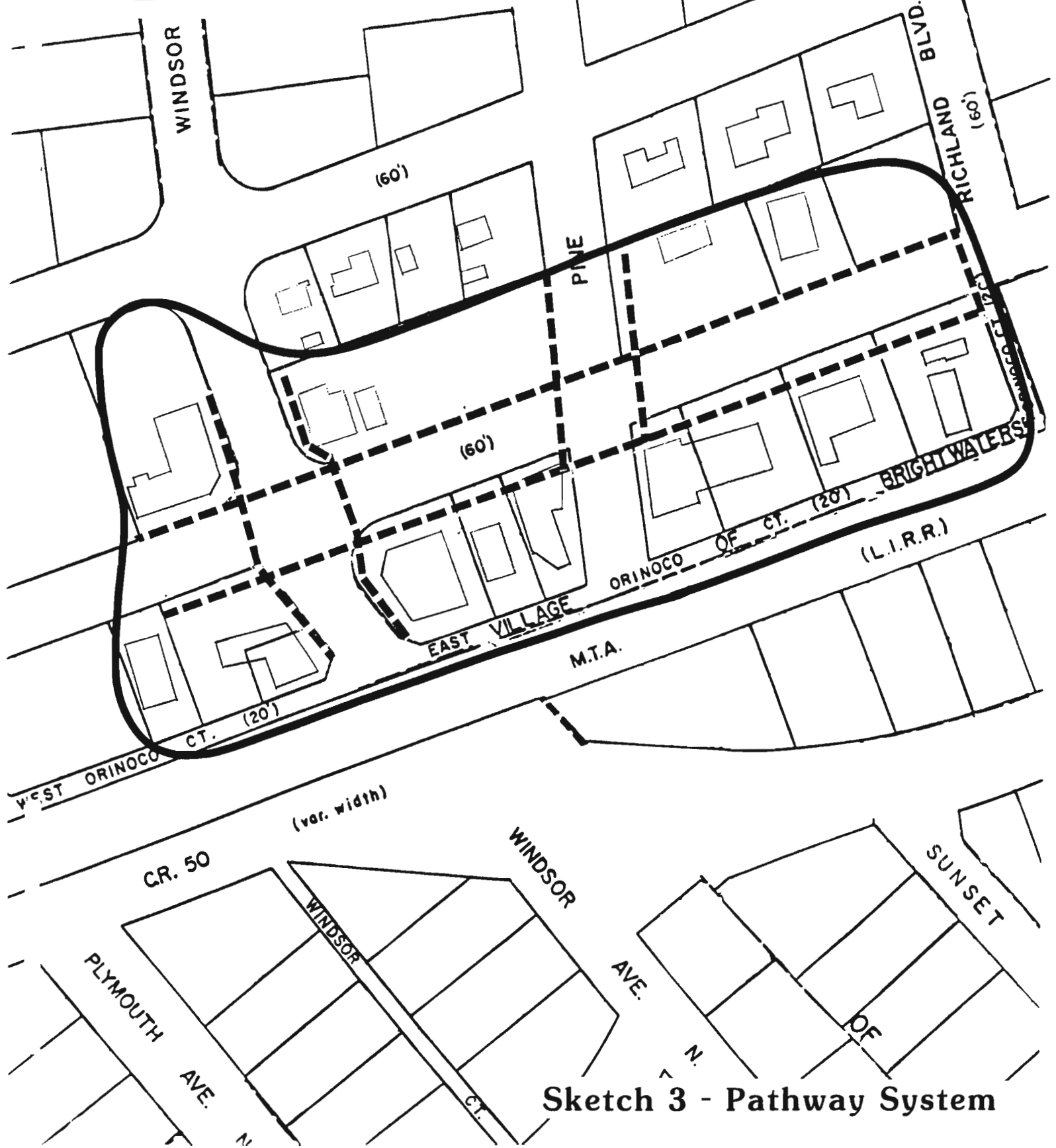
As of this writing, the process and costs are being evaluated for the removal and burial of overhead power lines at this Village entry.

The water tower just west of the Village located on Orinoco Drive is an existing monument which could be used to visually locate the Village. Using appropriate signage, logo or visual representations relative to the Village of Brightwaters would aid in recognizing the Village's location from various directions reinforcing its visual identity (see Sketch 2).

- L E G E N D -

 Masonry Pedestrian Walkway

 Bussiness District



Sketch 3 - Pathway System

Another visual tool to further define and link the central business district would be to provide a specific walkway surface as part of the sidewalks with connecting roadway crosswalks (see Sketch 3 - Pathway System). The masonry pathway system would be punctuated with sidewalk lamps of a specific character, landscaping planters (see Sketch 4), and signs with a logo unique to the Village (see Sketch 5). These improvements would by their similarity visually link the CBD stores, pathways and outdoor sitting areas.

Another identity problem is how can one get to the CBD? Signs are needed to direct people to turn right off southbound Fifth Avenue to Ackerson Street, then Orinoco Drive. Similar signs are needed to direct people on Union Boulevard to turn north on North Windsor Avenue.

#### Parking Requirements

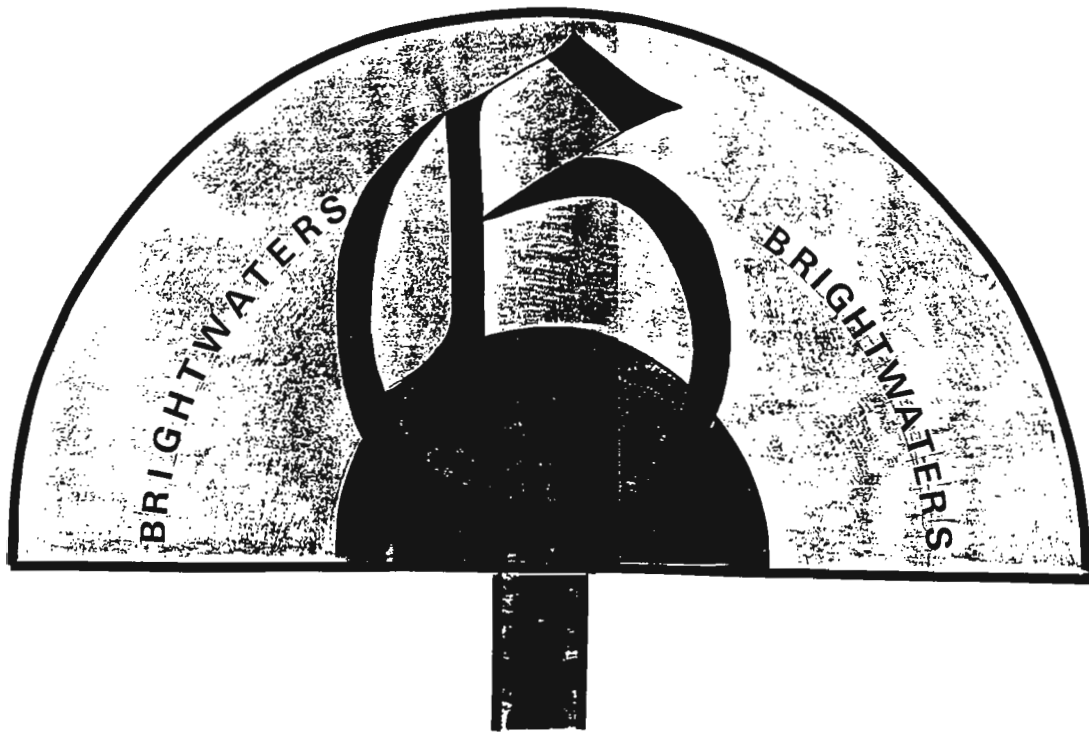
The visual improvements that have been recommended in addition to the possibility of an increased number of apartments will generate greater use of the downtown business district. This increase will warrant additional automobile parking spaces.

The parking plan for the Village and its requirements for future development are based on the standard of one parking spot for every 150 square feet of retail establishment space (see Map 6). The existing retail square footage for the Brightwaters central business is approximately 30,050 square feet. Based on the above discussion, 200 parking spaces are required. An additional 30 more spots would be required with the development of the vacant lots on Orinoco Drive and Pine Acres for a total of 230. At the present time, there are 220 parking spaces within the Village CBD. The additional space requirements would be fulfilled




Sketch 4 - Pathway Sketch

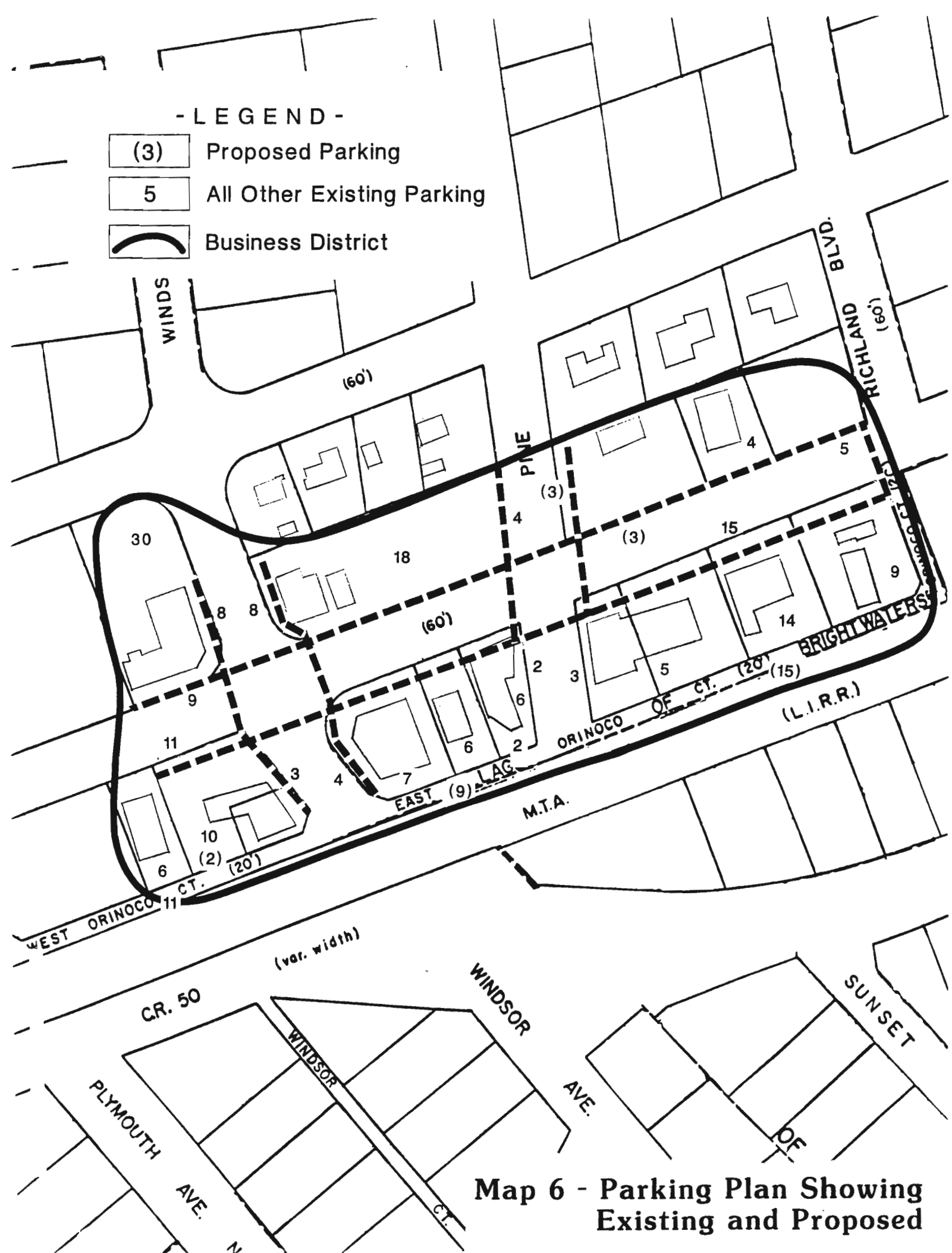




**Sketch 5 - Village Logo**

- L E G E N D -

- (3) Proposed Parking
- 5 All Other Existing Parking
-  Business District



Map 6 - Parking Plan Showing Existing and Proposed

in the development of the two vacant lots discussed, plus, the designation of parallel parking stalls on Orinoco Court east and west.

#### Other Aesthetic Improvements







Improving parking lots by paving and striping will improve the aesthetics of the Village at its main entry on Windsor Avenue. Aesthetics at this point can be further improved by having the power lines adjacent to the intersection of Windsor Avenue and the LIRR put below surface level. Further aesthetic improvements could be realized by curtailing the dumping of debris on site at the western portion of Orinoco Drive near Ackerson Boulevard. This dumping could be eliminated by the enforcement of paragraphs 41-17, 41-18, 41-30, 41-57C and 41-72 of the Incorporated Village of Brightwaters Code.

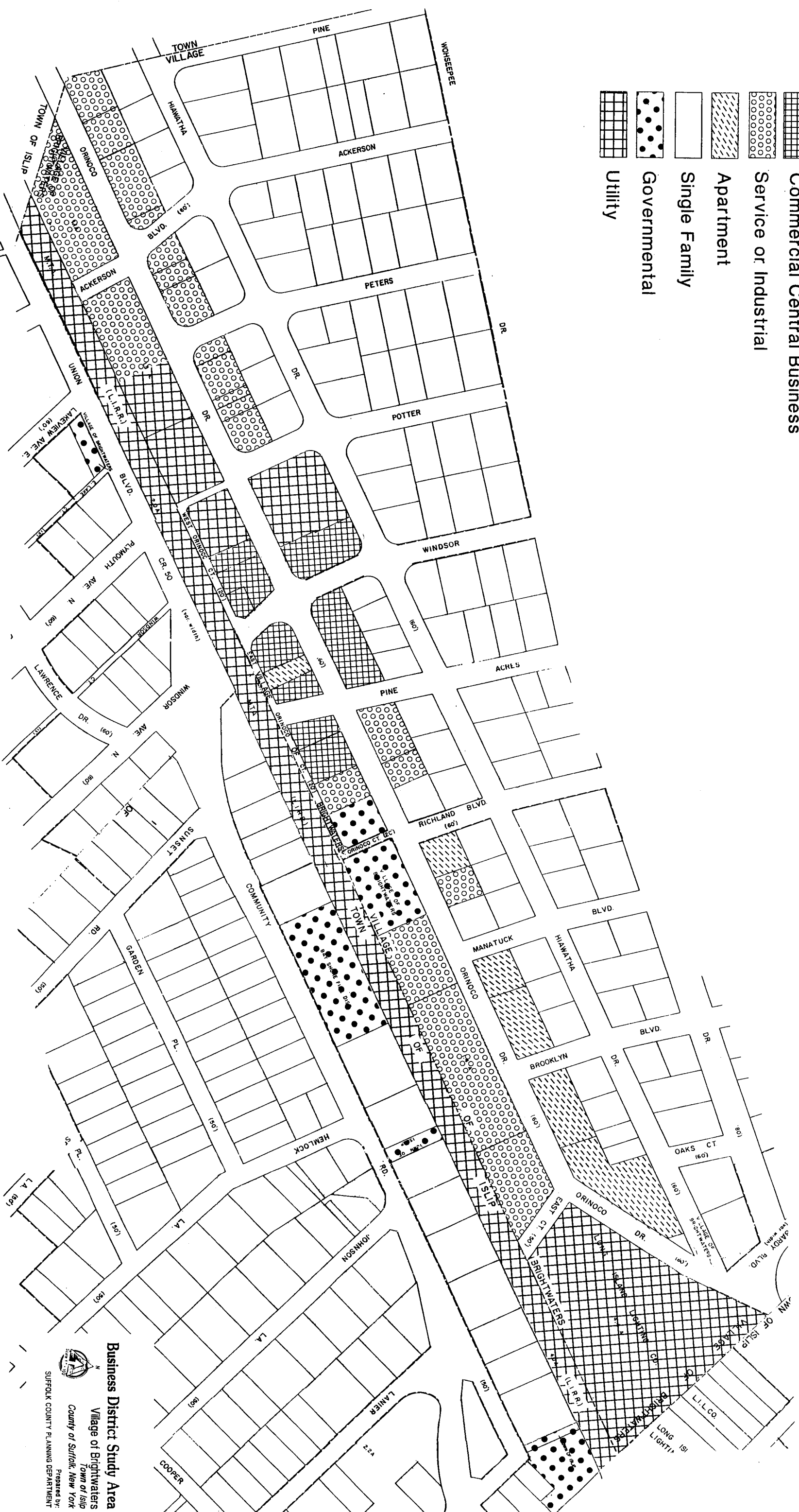
#### Conclusion

Some of the elements of this study are low cost items that could be accomplished very quickly, while others require larger expenditures that would have to be phased in over a period of years. If there is agreement over some of the goals, a series of public and private actions could be used for implementation. For example, federal community development funds have been made available to a number of Long Island villages and towns for various downtown improvements. Village funds would be the most likely source of parking improvement resources. However, it is important to involve the private sector when applications are made for new construction, additions or remodeling. Channeling these individual request into a coordinated improvement program can achieve some of the Village's goals with limited public expenditures.



- L E G E N D -

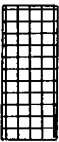
-  Commercial Central Business
-  Service or Industrial
-  Apartment
-  Single Family
-  Governmental
-  Utility




Map 3 - Land Use in the Downtown Business Area



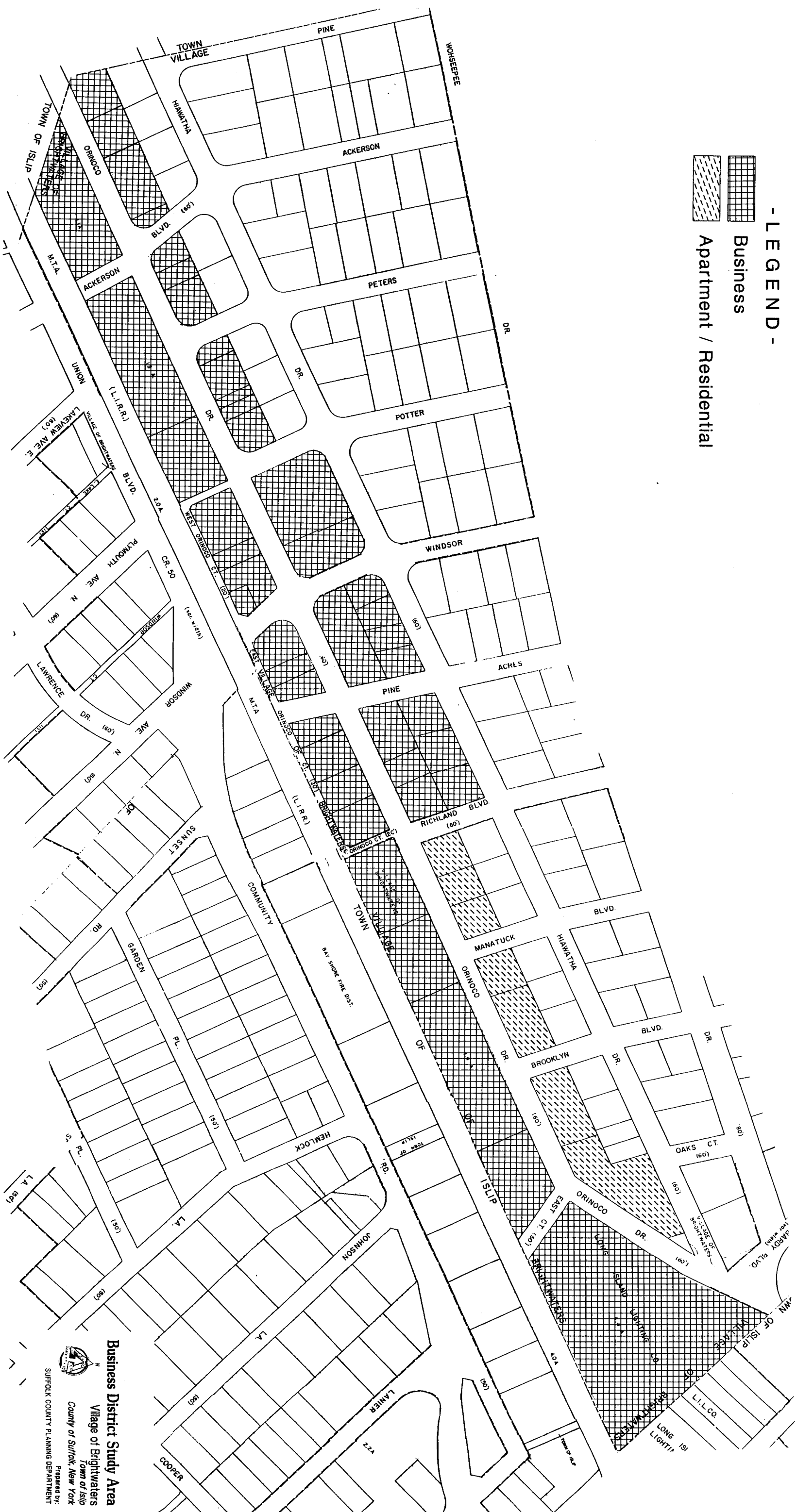
- L E G E N D -



Business



Apartment / Residential



Map 4 - Existing Zoning